

ORDER



Orders
Order / Rev: 52246
Alt Order #: 9804219 /Brad
Product Desc: P-USA Action
Estimate: 1522
Flight Dates: 08/28/12 - 09/03/12
Original Date / Rev: 08/27/12 / 08/27/12
Order Type: GENERAL

WHP-TV CBS21

Primary AE: Millennium Washington DC
Sales Office: MNAT
Sales Region: National

Agency
Name: Mundy Katowitz Media
Buying Contact:
Billing Contact:
 1322 G Street, SE
 Washington, DC 20003

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Priorities USA Action
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/03/12	24	\$5,235.00	\$4,449.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	24	\$5,235.00	\$4,449.75	0.00
Totals	24	\$5,235.00	\$4,449.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	20%	\$5,235.00
Market	100%	\$26,175.00

Competitive Share

	Share	Total
EHP	1%	\$261.75
UNKWN	0%	\$0.00
WGAL	36%	\$9,423.00
WHTM	33%	\$8,637.75
WLYH	3%	\$785.25
WPMT	7%	\$1,832.25

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	08/28/12	09/03/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$125.00	P-1	0.00	NM	2	\$250.00
N 2	WHP	08/28/12	09/03/12	M-F 1230p-2p Soap Rotator	CM	1230p-2p	MTWTF--	:30	2	\$175.00	P-1	0.00	NM	2	\$350.00
N 3	WHP	08/28/12	09/03/12	M-F 530p-6p News CBS 21 News at 530p	CM	530p-6p	MTWTF--	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
N 4	WHP	08/28/12	09/03/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	3	\$275.00	P-1	0.00	NM	3	\$825.00
N 5	WHP	08/28/12	09/03/12	M-F 5p-530p News CBS 21 News at 5p	CM	5p-530p	MTWTF--	:30	3	\$200.00	P-1	0.00	NM	3	\$600.00
N 6	WHP	08/28/12	09/03/12		CM	6p-630p	MTWTF--	:30	2	\$250.00	P-1	0.00	NM	2	\$500.00

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 Estimate: 1522

WHP-TV CBS21

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 6p-630p News CBS 21 News at 6p															
N 7	WHP	08/28/12	09/03/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
N 8	WHP	08/28/12	09/03/12	M-F 4p-5p M-F 4p-5p	CM	4p-5p	MTWTF--	:30	3	\$225.00	P-1	0.00	NM	3	\$675.00
N 9	WHP	08/28/12	09/03/12	Su 11p-1130p News CBS 21 News at 11p	CM	11p-1130p	-----S	:30	1	\$175.00	P-1	0.00	NM	1	\$175.00
N 10	WHP	08/28/12	09/03/12	Su 1130p-1230a Su 1130p-1230a	CM	1130p-1230a	-----S	:30	1	\$60.00	P-1	0.00	NM	1	\$60.00
N 11	WHP	08/28/12	09/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
N 12	WHP	08/28/12	09/03/12	Sa 730p-8p Sa 730p-8p	CM	730p-8p	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00
													Totals	24	\$5,235.00